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## **On the Frontlines**

### **Educating policymakers key to adoption of new-employee tobacco policy**

Prospective employees of the Snohomish Health District are now required to sign an affidavit stating they don't use tobacco, under a policy that went into effect September 1. Current employees, to whom the health district offers cessation counseling and therapy, will not be affected by the policy.

The new requirement, similar to those used by the Tacoma-Pierce County Health Department and the Everett Clinic, is designed to reduce smoking-related health care costs and improve employee productivity.



Evidence strongly suggests non-smokers are more productive at work, says Pam Wessel-Estes, manager the health district's Tobacco Prevention and Control Program. Smokers are absent from work 50 percent more often than nonsmokers and a pack-a-day smoker needs to smoke a cigarette almost every hour. In addition, businesses pay an average of \$2,189 in workers compensation for smokers and \$1,623 in excess health care costs, says Wessel-Estes.

Those economic impact arguments were effective in persuading the Board of Health to adopt the new policy on an 8-4 vote. But it took a lot of educating to bring the board to a positive vote. The proposed policy was first discussed in 2001.

"The upfront work we did in educating Board of Health members – both in and out of formal board meetings – made a huge impact in the vote," Wessel-Estes says. "For some of those who considered the policy an infringement on personal rights or who had other objections, another argument hit home."

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“We’re all about health – we are public health,” she says. “We have to walk the talk,” adding that’s it’s difficult to convince businesses to adopt tobacco-free policies when the health district didn’t set a high standard.

Negative response to the new policy has been minimal, she says, “It’s a human resource policy and they were responsible for writing the policy and now for enforcing it,” she says. “Our role was to educate the public and the board about lost productivity and secondhand smoke issues. It really hasn’t been very controversial.”

For more information, contact Pam Wessel-Estes at 425-339-8703 or [pwesselestes@shd.snohomish.wa.gov](mailto:pwesselestes@shd.snohomish.wa.gov).

## **Graduate students research tobacco issues**

Genetic testing and tobacco control; the impacts of tobacco use during drug treatment; economic effects of smoke-free legislation: Students in the University of Washington Tobacco Studies Program are delving into these and a variety of other tobacco-related topics and issues as part of their graduate studies.

The Tobacco Studies Program, which began three years ago with an American Legacy Foundation grant and is now funded by Tobacco Prevention and Control Program, provides graduate students the opportunity to pursue tobacco use prevention, treatment, policy, and research through academic work and internships.

Twelve students who took the program’s Tobacco and Public Health class explored eight research topics, either as group projects or individual papers. Some of the students are tobacco scholarship recipients and will pursue their topics in more depth as thesis or internship projects.

Topics researched by the students as their class project included:

- Tobacco use and cessation efforts among homeless populations
- Tobacco industry marketing efforts to underage consumers: children, tweens, teens and young adults
- Acculturation and Asian American smoking status
- Genetic testing and tobacco control: potential uses and ethical implications
- Tobacco use and health disparities among Alaskan Natives
- The tobacco industry’s critique of meta-analysis: powerful science or flawed tool?
- Tobacco use during drug treatment, prevalence and impact on treatment completion
- Economic effects of smoke-free legislation

For more information, contact Julie Pyatt at 360-236-3643 or [julie.pyatt@doh.wa.gov](mailto:julie.pyatt@doh.wa.gov).

## **Hot Topics**

*Links to Web sites are provided because they may contain relevant information and resources. These Web sites are not maintained by the Department of Health and the Department takes no responsibility for the views that may be represented, or the accuracy, propriety, or legality of any material contained on the sites.*

### **Federal court nixes Washington sampling ban**

A federal judge struck down Washington state's ban on cigarette giveaways last month, agreeing with R.J. Reynolds that the measure is trumped by federal law. The state law stopped tobacco companies from giving out free product samples to adults in any location, including adults-only venues such as bars and nightclubs. It was approved by the 2006 Legislature and went into effect in early June. Gov. Chris Gregoire said she and state Attorney General Rob McKenna will work together "to ensure that commonsense public policy is not overturned by tobacco lobbyists."

### **Federal judge: Tobacco companies are racketeers**

A recent ruling found the companies have violated civil racketeering laws and defrauded the American people by lying for decades about the health risks of smoking and their marketing to children. Read a [report](#) from the Campaign for Tobacco Free Kids. Read the [news summary](#) from Join Together.

### **Tobacco companies increased nicotine levels in cigarettes**

A new report finds that tobacco companies have secretly and significantly increased the levels of nicotine in cigarette smoke between 1998 and 2004. [Read a news summary.](#)

### **Cigarette sales decline to 50-year low**

Cigarette sales in the United States have reached the lowest point since 1951, according to data compiled by the U.S. Department of Agriculture. [Read a news summary.](#)

### **Study could lead to better cessation treatments**

A brain imaging study funded in part by National Institute on Drug Abuse may help point toward more effective smoking cessation treatments. [Read a news summary.](#)

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## **Need to Know**

### **New contract manager joins Tobacco Program**

The Tobacco Program is pleased to welcome Keith Zang to a new contract manager position. He will work primarily with rural, community-based contractors and a few tribes, although specific contractor assignments are not yet finalized.



Keith was most recently employed with the Quinault Indian Nation for 15 years as the community health director and tobacco coordinator. Before that he served in the Peace Corps in Papua New Guinea as the director of the Western Province Agro Nutrition Project. He has also worked with the Yankton and Santee Sioux tribes in South Dakota. Keith lives near Elma with his wife Enny and daughters, Luna and Mesa.

“We are excited to add Keith to our team with his broad expertise in community health and excellent personal skills,” said Terry Reid, Tobacco Program manager. “For those who don’t already know Keith, we hope you’ll take a moment to introduce yourself when you next see him.”

For more information, contact Terry Reid at 360-236-3665 or [terry.reid@doh.wa.gov](mailto:terry.reid@doh.wa.gov).

### **Washington smoking rate now fifth lowest**

Washington’s adult smoking rate dropped to 17.8 percent in 2005, the fifth lowest smoking rate in the country. Adult smoking in Washington has declined by 21 percent since the comprehensive Tobacco Prevention and Control Program began in 2000, far outpacing the national rate of decline.

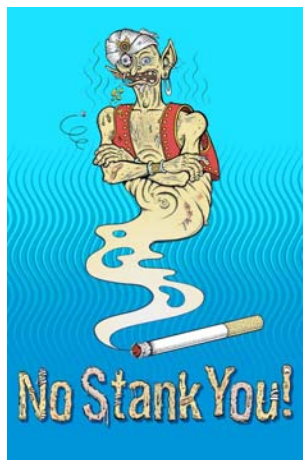
“We’re helping smokers put out their cigarettes for the last time and that means a healthier Washington,” said Secretary of Health Mary Selecky. “Our rates are falling at a remarkable pace and our statewide cessation programs, including the Washington Tobacco Quit Line and our work with health care providers, are making a real difference in people’s lives.”



Secretary of Health Mary Selecky and Tobacco Program Manager Terry Reid at the press conference announcing the decline in Washington’s rate of smoking.

More than 80,000 Washington residents have called the Tobacco Quit Line toll-free at 1-877-270- STOP for free counseling, a personalized quit plan, local quitting resources, and free quit kits. More information about the quit line is available at [www.quitline.com](http://www.quitline.com).

For more information, visit [www.quitline.com/pressroom.php](http://www.quitline.com/pressroom.php) or contact Mike Boysun at 360-236-3671 or [mike.boysun@doh.wa.gov](mailto:mike.boysun@doh.wa.gov).



### **New youth campaign features innovative ads, venues**

The new youth tobacco prevention campaign kicks off September 25 with television and radio ads running in major Washington markets, and an online presence that targets popular youth social and entertainment sites like My Space, Gorilla Nation, UGO, and the Disney Network. The campaign will also include cinema and convenience store advertising, and “chalk art” and street decals to reach increasingly media-savvy youth, including those in rural areas.

The 10-month campaign, developed by Tobacco Program media contractor WongDoody, targets 12- to 17-year-olds with the “No Stank You” message delivered more frequently and with a greater online presence than previous campaigns. There will be a “stew” of more than a dozen 5-, 15- and 30-second TV and radio commercials, and new ones will be developed during the campaign.

After September 25, view the ads at [www.SeeThruTheSmoke.com](http://www.SeeThruTheSmoke.com) and on the Tobacco Program’s youth media page, [www.doh.wa.gov/tobacco/media/youthcampaign.htm](http://www.doh.wa.gov/tobacco/media/youthcampaign.htm).

For more information, contact Scott Schoengarth at 360-236-3634 or [scott.schoengarth@doh.wa.gov](mailto:scott.schoengarth@doh.wa.gov).

## **Collaboration focuses on cross-cultural communities**

Over the past few months, GMMB, the Tobacco Program's media relations contractor, has been working with six cross-cultural contractors to raise awareness about secondhand smoke and the availability of cessation resources in communities where combating tobacco use has not always been a top priority.

The intent of the collaboration is to develop effective and culturally-appropriate campaigns, using paid and earned media, for Latino, Urban Indian, Tribal, Asian/Pacific Islander, African American and sexual minority populations. Cross-cultural contractors include Northwest Portland Area Indian Health Board and Seattle Indian Health Board; Asian Pacific Islander Coalition Against Tobacco; Center for Multicultural Health; Verbena; and Washington Association of Community and Migrant Health Centers.

Efforts this summer included a tobacco prevention presence at the Inter-Tribal Canoe Journey, Seattle Pride Festival, and Relay on the Rez at the Yakama Nation. Outreach will continue through the winter with bus advertising in King County, on Spanish-language radio stations across the state, and in Asian-American newspapers.

The contractors will also be distributing promotional materials, such as flyers, postcards, magnets, hand fans, rubber bracelets, and mints through community organizations and neighborhood centers.

For more information, contact Dave Harrelson at 360-236-3685 or [david.harrelson@doh.wa.gov](mailto:david.harrelson@doh.wa.gov).

## **Tobacco-free teams hit the field**

More than 500 youth soccer teams have signed up to be "Tobacco-Free Teams" this season, which for most started this month. All of the teams will be sporting Tobacco-Free Team patches on their uniforms and coaches will have matching lanyards. The participating teams will be vying for one of seven season-end team parties, with winners selected from all regions of the state.

Meanwhile, the *Fire* youth soccer team from northern Italy is the newest "Tobacco-Free Team," the program spawned from a partnership between the Tobacco Program and the Washington State Youth Soccer Association. Discussions of a "sister-city" type relationship also are underway with the "continental cousin."



View Tobacco-Free Team information on [SeeThruTheSmoke.com](http://SeeThruTheSmoke.com) or on the Washington State Youth Soccer Association [Web site](#).

For more information, contact Scott Schoengarth at 360-236-3634 or [scott.schoengarth@doh.wa.gov](mailto:scott.schoengarth@doh.wa.gov).

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## Changes planned for O<sub>2</sub> Magazine

The Educational Service District 112's Public Information Department, which took over management of O<sub>2</sub> Magazine in July, plans to launch a redesigned O<sub>2</sub>-style magazine this fall.



Community and school contractors can help the magazine be an even more effective venue to reach high school age youth by:

- Completing a [short survey](#) on how O<sub>2</sub> Magazine can best evolve to meet your needs and continue to serve your advocacy efforts.
- Encouraging youth to get involved in O<sub>2</sub> Magazine – the magazine is for youth and by youth, and without their input and support it would not stay true or relevant.
- Encouraging youth to participate in the [survey](#).
- Sending event information, letters to the editor, or feedback to [o2editor@esd112.org](mailto:o2editor@esd112.org).

For more information, contact Deb Drandoff at 360-750-7500 or [deb.drandoff@esd112.org](mailto:deb.drandoff@esd112.org).

## Many Voices, One Message – Keep Tobacco Sacred conference



The fifth *Many Voices, One Keep – Tobacco Sacred* conference will be held in Clarkston, Washington on October 12-13. The University of Montana is coordinating the conference with funding from Substance Abuse and Mental Health Services Administration and other sponsors, such as the Washington Tobacco Prevention and Control Program and the Northwest Portland Area Indian Health Board.

Workshops and speakers will explore the role of traditional tobacco use and the Native lifestyle in reducing the use of commercial tobacco in American Indian communities. There will be three workshop tracks related to traditional tobacco use, policy change, and health/holistic wellness, plus a small youth leadership track.

[More information and registration](#)

## Matt Myers to speak at Joint Conference on Health

Matt Myers, president and CEO of the Campaign for Tobacco Free Kids, will be a featured speaker at the 13th Annual Joint Conference on Health, October 16-18 at the Yakima Convention Center. Over the last 25 years, Myers has participated in virtually every major national tobacco-related legislative effort and has worked with state tobacco prevention advocates and officials around the country.

Secretary of Health Mary Selecky and State Health Officer Dr. Maxine Hayes will also speak at the conference, called “Health Across the Generations: Demonstrating the Value of Public Health.” The statewide gathering is coordinated by the Washington State Public Health Association, with support from the Washington Department of Health and the Yakima Health District. [More information and registration](#)

## Prevention Summit scheduled for October 20-21

The 2006 Washington State Prevention Summit will be held October 20-21 at the Three Rivers Convention Center in Kennewick. More than 600 participants are expected at the summit, where the theme is "Instead of Using, I'm Refusing!"

[More information and registration](#)

## 30<sup>th</sup> annual Great American Smokeout on Nov. 16

For the past 30 years, smokers across the nation have taken part in the American Cancer Society's Great American Smokeout by smoking less or quitting for the day on the third Thursday of November. [More information about this year's event](#)

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## Resources

### New trainings offered

The Tobacco Prevention Resource Center has scheduled several new trainings:

- *Bridges Out of Poverty: Strategies for Professionals and Communities*, October 26, Ilwaco
- *"Why Don't They Just Do What We Say?!" - Motivational Interviewing*, November 17, Wenatchee
- *A Framework For Understanding Poverty*, November 28, Pasco
- *Cultural Competency*, March 27, 2007, Wenatchee

**Tobacco Prevention  
Resource Center**  
A Tobacco Prevention & Control Program

For more information and a complete listing of trainings, visit the Tobacco Prevention Resource Center [Web site](#).

### Online Newsletters

[Tobacco Free Press](#) – Tobacco Control Network, bimonthly

[Streethery](#) – American Legacy Foundation youth activism

[O<sub>2</sub> magazine](#) – Teen Media Futures, educates youth on the issues and industry targeting

[TTAC Exchange](#) – Tobacco Technical Assistance Consortium, quarterly newsletter

### Other Online Resources

American Cancer Society – [www.cancer.org](http://www.cancer.org)

American Heart Association – [www.americanheart.org](http://www.americanheart.org)

American Lung Association – [www.lungusa.org](http://www.lungusa.org)

Americans for Nonsmokers' Rights Foundation – [www.no-smoke.org](http://www.no-smoke.org)

Asian Pacific Partners for Empowerment and Leadership – [www.appealforcommunities.org](http://www.appealforcommunities.org)

Centers for Disease Control, Office on Smoking or Health – [www.cdc.gov/tobacco](http://www.cdc.gov/tobacco)

National African American Tobacco Prevention Network – [www.naatpn.org](http://www.naatpn.org)

National Center for Tobacco-Free Kids – [www.tobaccofreekids.org](http://www.tobaccofreekids.org)

National Latino Council on Alcohol and Tobacco Prevention – [www.nlcatp.org](http://www.nlcatp.org)

Teen Health and the Media – [www.depts.washington.edu/thmedia](http://www.depts.washington.edu/thmedia)

Tobacco Technical Assistance Consortium – [www.ttac.org](http://www.ttac.org)

## **Tobacco Prevention & Control Program Clearinghouse**

**360-236-3966**

[tobacco.clearing@doh.wa.gov](mailto:tobacco.clearing@doh.wa.gov)

A new brochure called "Secondhand Smoke and Your Pets" is now available. This brochure details the effects the different chemicals can have on your pets and would be a great addition to your local veterinarian's office or health care facility.

To order this or other materials, go to [www.prt.wa.gov](http://www.prt.wa.gov) and click on the "General Store" link. You can find the pet brochure under the "Secondhand Smoke" tab. To place an order by telephone, call 360-586-6360.

If you have any questions, please contact Jennifer Dodd at 360-236-3966 or [jennifer.dodd@doh.wa.gov](mailto:jennifer.dodd@doh.wa.gov).